



ACRESTICANO MARRETTAS PUBLIC RELIVIONS												
NAME CAMPAIGN										BUDGET APF	PROVED	MEDIA PLAN & CREATIVE APPROVED
OLUENIE.	upppe / Jup											
CLIENT	HRPDC / askHRgreen.org											
	All Commercials will stream or	n-line										
WVKL-FM	Feature box on station website	e, linking to an information	page									
	Dedicated Facebook Post											
WNOR-FM	Rotating banner on station we "Watch and Win".				Section in the section							
		and Win".  This watch and win will be different from others because this time it will be banter between the #1 Sports Director in the state of Virginia and the #1 Morning Show host in Hampton RoadsRod Fitzwell and Rick Rumbie all from FM99's Rumble in the Morning!! It will be done in the flavor of the HRGreen video . Rod will hold up different items and ask Rick if it's flushable. Of course, he will throw in the random unrelated item (what about this tennis shoe or whatever) for fun and to generate jokes so the video will be entertaining and engaging. Viewers must watch until the end to get the keyword that will allow them to register to win for a \$150 Home Depot gift certificate and an AskHrGreen.org goodie bag. The contest will be supported by:  On-air liners and promos Facebook and Instagram  Website – dedicated web page for register to win Inclusion in eblast										